

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

GMMB
3050 K St. NW
Suite 800
Washington, DC 20007

<u>Contract / Revision</u>		<u>Alt Order #</u>
357177 /		06854495
<u>Product</u>		
(D) For President		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/21/12 - 09/26/12	1811	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Obama for America	09/20/12 / 09/20/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTMJ	Anjanette Brady	Petry-Philadelph
<u>Special Handling</u>		
<u>Demographic</u>		
Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	95	101
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/21/12	09/21/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$250.00			
N 2	WTMJ	09/21/12	09/21/12	Live at Daybreak	6a-7a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$550.00			
N 3	WTMJ	09/21/12	09/21/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$500.00			
N 4	WTMJ	09/22/12	09/22/12	Live at Daybreak-Sat. 8a-10a 8am-10am			:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S-				1	\$300.00			
N 5	WTMJ	09/23/12	09/23/12	Today Show Sunday	7a-8a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S				1	\$300.00			
N 6	WTMJ	09/21/12	09/21/12	The Morning Blend	9a-10a		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$75.00			
N 7	WTMJ	09/21/12	09/21/12	Today Show II	10a-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$125.00			
N 8	WTMJ	09/21/12	09/21/12	Today Show III	11a-12n		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$125.00			
N 9	WTMJ	09/21/12	09/21/12	Live at Noon	12p-1230p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$250.00			
N 10	WTMJ	09/21/12	09/21/12	Live at 12:30	1230p-1p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$250.00			
N 11	WTMJ	09/21/12	09/21/12	Days of Our Lives	1p-2p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----F--				1	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 357177 /	Alt Order # 06854495	
Contract Dates 09/21/12 - 09/26/12	Product (D) For President	Estimate # 1811
Advertiser Obama for America		Original Date / Revision 09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays								
		Start Date	End Date	Weekdays	Spots/Week				Rate			
N 12	WTMJ	09/21/12	09/21/12	Access Hollywood	Live-2pm	2pm-3pm	:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----F--	1				\$100.00			
N 13	WTMJ	09/21/12	09/21/12	Live at 3:00 News		3p-4p	:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----F--	1				\$125.00			
N 14	WTMJ	09/21/12	09/21/12	Live at 4:00 News		4p-430p	:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----F--	1				\$300.00			
N 15	WTMJ	09/21/12	09/21/12	Live at 4:30 News		430p-5p	:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----F--	1				\$350.00			
N 16	WTMJ	09/21/12	09/21/12	Live at 5 News		5p-530p	:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----F--	1				\$600.00			
N 17	WTMJ	09/21/12	09/21/12	Live at 6 News		6-630p	:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----F--	1				\$650.00			
N 18	WTMJ	09/22/12	09/22/12	Live at 6 Saturday		6p-630p	:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S-	1				\$400.00			
N 19	WTMJ	09/21/12	09/21/12	Access Hollywood		630p-7p	:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----F--	1				\$400.00			
N 20	WTMJ	09/24/12	09/24/12	The Voice		7-9pm	:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/24/12		09/24/12	09/30/12	M-----	1				\$2,500.00			
N 21	WTMJ	09/25/12	09/25/12	The Voice		7p-8p	:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----	1				\$2,500.00			
N 22	WTMJ	09/26/12	09/26/12	Law & Order SVU		8p-9p	:30			NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/24/12		09/24/12	09/30/12	--W----	1				\$1,750.00			
N 23	WTMJ	09/21/12	09/21/12	Live at 10pm M-F		10p-1035p	:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	----F--	1				\$1,250.00			
N 24	WTMJ	09/22/12	09/22/12	Live at 10pm Saturday		10p-1030p	:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	----S-	1				\$1,250.00			
N 25	WTMJ	09/21/12	09/21/12	Tonight Show		1035p-1137p	:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	----F--	1				\$500.00			
N 26	WTMJ	09/24/12	09/26/12	Late Night w/Jimmy Fallon		1137p-1236a	:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/24/12		09/24/12	09/30/12	MTW---	1				\$200.00			
N 27	WTMJ	09/23/12	09/23/12	Football Night in America		6pm-7:15pm	:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S	1				\$1,500.00			
N 28	WTMJ	09/23/12	09/23/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	1	\$5,000.00

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Contract Dates	Product	Estimate #
09/21/12 - 09/26/12	(D) For President	1811

Advertiser	Original Date / Revision
Obama for America	09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/17/12	09/23/12	-----S				1	\$5,000.00			
N 29	WTMJ	09/24/12	09/26/12	Live at Daybreak-Early	5a-6a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				2	\$250.00			
N 30	WTMJ	09/24/12	09/26/12	Live at Daybreak	6a-7a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				2	\$550.00			
N 31	WTMJ	09/24/12	09/26/12	Today Show M-F	7a-9a		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				6	\$500.00			
N 32	WTMJ	09/24/12	09/26/12	The Morning Blend	9a-10a		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$75.00			
N 33	WTMJ	09/24/12	09/26/12	Today Show II	10a-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$125.00			
N 34	WTMJ	09/24/12	09/26/12	Today Show III	11a-12n		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$125.00			
N 35	WTMJ	09/24/12	09/26/12	Live at Noon	12p-1230p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$250.00			
N 36	WTMJ	09/24/12	09/26/12	Live at 12:30	1230p-1p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$250.00			
N 37	WTMJ	09/24/12	09/26/12	Days of Our Lives	1p-2p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$200.00			
N 38	WTMJ	09/24/12	09/26/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$100.00			
N 39	WTMJ	09/24/12	09/26/12	Live at 3:00 News	3p-4p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$125.00			
N 40	WTMJ	09/24/12	09/26/12	Live at 4:00 News	4p-430p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$300.00			
N 41	WTMJ	09/24/12	09/26/12	Live at 4:30 News	430p-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$350.00			
N 42	WTMJ	09/24/12	09/26/12	Live at 5 News	5p-530p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$600.00			
N 43	WTMJ	09/24/12	09/26/12	Live at 6 News	6-630p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				1	\$650.00			
N 44	WTMJ	09/24/12	09/26/12	Access Hollywood	630p-7p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		09/24/12	09/30/12	MTW---				2	\$400.00			

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Contract Dates 09/21/12 - 09/26/12	Product (D) For President	Estimate # 1811
Advertiser Obama for America		Original Date / Revision 09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
											2	\$2,500.00
N 45	WTMJ	09/24/12	09/26/12	Live at 10pm M-F	10p-1035p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	MTW- ---				2	\$1,250.00			
N 46	WTMJ	09/24/12	09/26/12	Tonight Show	1035p-1137p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	MTW- ---				1	\$500.00			

Totals

55 \$33,850.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/26/12	55	\$33,850.00	\$28,772.50
Totals	55	\$33,850.00	\$28,772.50

Signature: _____ **Date:** _____

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